

**Personal Branding:  
A Manifesto on Fame  
and Influence**

**Isaac Mashman**

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*At the center of all achievement is  
personal growth.*

*- Isaac Mashman*



Dedicated to the person who applies  
the knowledge found within these  
pages.



## Insights

Prior to writing and publishing this, I had reflected over nearly a dozen different long-form text ideas, and even started to write a few, given I only got one or two paragraphs into each. It wasn't until I developed the awareness of this subject that I found it to be so interesting as well as important, was I drawn to write about it.

The content that you are about to read is a direct insight into the inner workings of my mind. A culmination of experiences, observations, and study.

The topic is not the end-all to my desires or interests, or to what I am doing in life, both in and out of business. It's but a small bit of my future.

I will be looking back at this manifesto half a century from now knowing that what I wrote is timeless and will apply as long as mankind exists.

As intensive as the subject is I doubt that I will ever publish another work purely on this matter. The principles are quite simple. Too much additional say will only water down what will lead to future results, creating confusion amongst readers.

This isn't a non-fiction book nor is it a series of essays. This is unique and I'd ask you to refer to it as a "work of" and not as a "book by".

Over the span of the next 3-dozen or so pages I will be breaking subject matter in an easy-to-understand way, giving you clarity on how you can leverage it to your direct benefit while indirectly impacting others in the process.

In this, do not expect hyperbolic sentences, fancy fonts, and high-quality photos. Instead, I want you to direct your full intentional focus to the contents.

Let go of the struggles and pains of your current day, and the constant bombardment of branding and marketing messages. Let go of the various calls



to action and of the culture that has a tendency of fabricating reality.

I would advise you to frequently stop to take notes and highlight the sentences that stand out to you the most.

Go into this material with an open mind and do not be too quick to judge.

A stylized, handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke extending to the right.



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## Opening Words

What if there was something so powerful that you could get nations to do your bidding, millions of people to follow you, and be able to have a direct impact on the world's future landscape?

To have the ability to get people to do what you tell them to do resulting in fame, influence, and riches beyond belief, and what many strive for, but most don't understand. Legacy.

A concept that can be used both for good and for bad, definitions of which are up for your interpretation.

A concept that can drive a mission forward and bring such awareness to a cause, people are waking up asking what they too can do to support it.

What if I told you that this concept is not as far-fetched and distant as you might think.

If I told you that you too can leverage the benefits of this concept, would you believe me?

This concept has been a part of our existence since virtually the beginning of the intelligent man and will likely forever be ingrained in our nature.

What I am discussing is known as personal branding.

## **Education**

### ***What Is Personal Branding?***

If you asked me to summarize the concept of personal branding in one word, I would simply reply with "You". In its truest, most holistic form it is you. Who you are, what people know you for, and the unique combination of characteristics and personality traits that only you possess.

There is a common misconception that is made between the personal brand and the company brand. When you're launching a business you have to give said business certain traits, decide on its brand colors and their psychological implications, and go out of your way to make it known what your business is and what it offers.

One does not give themselves a personal brand as it has already existed. For proper representation, they should determine what they want to be seen as in the public's eye and make decisions that will have a positive

contribution to their overall reputation. *Personal brand and company brand are two separate entities that should be built separately.*

Whether one is leveraging the internet or going out in public to network, there must be a firm distinction between *this is me*, and *this is my company*. Sure, you can be the founder of a company and leverage your personal brand to build up your company's reputation, *I'd recommend this actually*, but your company often extends in different ways than you do.

This is why building a team and a separate culture is so important. You could either be a part of the majority that work for their businesses, or the part of the minority that has their businesses working for them.

Given, if you are reading this you may or may not be a business owner, and entrepreneurship may not interest you in the slightest, but the mentality in which I will discuss later in this work of building a business also applies to building your personal brand. That same aggressiveness and tenacity that you



use should be present in one-on-one conversations in private and events in public.

*Your personal brand is not something that you created, rather is what you are continuing to create.* Your parents like it or not, created your personal brand. They determined your name, where you were born, your early schooling, what political affiliation you had, and even what religion you practiced. As an adult, you have the ability to consciously direct your personal brand and change aspects from your childhood you may no longer agree with or want to be known for.

This is important as every single person from your past either has a perceptual belief about you, a belief which could very well no longer be accurate or has forgotten about you entirely. The latter is a result that you're now working to eliminate. Nobody wants to be forgotten as it is against our instinctual behavior.

You have unknowingly been building your personal brand from the time you had no control over most of the aspects

of your life. As a baby you were contributing to your personal brand. The older you grew the kind of student you were came into play. Were you an easy going teenager or a problematic pubescent? Humorous and radical to think yet when you break down the implications you realize that your previous behaviors have left impressions on those who you once knew.

This alternatively means you have unique leverage over your network. You can reach out to those older acquaintances and people from yesterday to ask them to help you build your tomorrow if you so wish.

There are those that argue and say the idea of a personal brand is a myth, but let me ask you this, if it were a myth why is there such a thing as a criminal charge for defamation? Why do public relations firms exist and make millions of dollars each and every year preserving the reputations of corporations and individuals?

Personal branding is very real indeed. The moment you come to understand how to leverage this

concept, this idea, this philosophy, your future results can be changed forever. You will begin acting in a different way. Viewing your reputation with the utmost importance and having additional thoughts about what you do, what you say, and with whom you associate yourself with. This is not only about keeping an image, rather developing the awareness that every action in your life has a reaction.

Since the beginning of neanderthal man, personal branding has existed. Many choose to believe that personal branding is a new concept and is something that globalization and the expansion of the internet and new technologies have created. In the following chapter, I will give you some very real examples showing you that this is in fact not new. *Because it is not new, it means we have hundreds of years, as a matter of fact, thousands, to learn and study.*

## ***Old World Examples***

In school, did you ever study anthropology and the movements of man? How early man walked the Beringia land bridge into modern Alaska? It is said that those early people made their way down into North and South America, establishing tribes and civilizations of their own long before being discovered by the rest of the world thousands of years later. Those very people had personal brands.

If we went over into the Fertile Crescent and took a look at the Mesopotamian people, certain chieftains were more feared than others. Wars occurred between early man in a fight for power and territory. Certain chieftains were revered as more fierce and more dominant, their names spreading throughout the East and West.

In Egypt, Pharaohs remained in power for hundreds of years and had tens of thousands of people building pyramids and massive tombs in their honor. *How could so few control so many?*

If we looked at the northern folk, the Vikings and Norse had their own kings. Vikings whose names we know of today.

The kings of old Europe leveraged the ideology that they were of divine right to keep their power. Whereas they were truthfully normal and just like their fellow man, the blacksmiths and bakers looked to them as powerful figureheads that should be respected and followed. *Why was that?*

Throughout the past 150 years, communistic and totalitarian leaders have risen to power and persuaded the entirety of countries to do their bidding. How could a single man's actions lead to the deaths of millions of people? A horrid example, but one that will make you stop to think.

At the epicenter is the realization that the persons in power all had strong personal brands. They had reputations. Fame. People from all over knew exactly who they were and many of these individuals strove for legacy as well, which is why we study them in the history books. Although the things they

are known for aren't all honorable, we still know of them and their influences.

In the United States of America, the elected officials of the Democratic-Republic represent the majority of Americans to the rest of the Earth. The way in which these officials get elected, however, is done through leveraging their personal brands. Based on popularity and how many people side with an individual's "supposed" core belief system, results in a man or woman winning, versus being of the losing party. Given, popularity doesn't always mean they are supported. *It's much better to be trusted than to simply be known.*

### ***New World Examples***

I've had the honor of working with many people in the past and I regularly emphasize that their personal brand is the way that they will achieve success. Whether it is landing a massive opportunity within the entertainment

industry, or leveraging the attention to drive revenue for a business, it's vital that more people know who you are.

By putting yourself into the public's view, you are positioning yourself to begin developing relationships that I must say, are often one-sided with potentially millions of people. This trust I will refer to as rapport.

When rapport is built, that follower relationship is transmuted into a fan, and then into a loyal supporter. It is important to express that appreciation maybe not directly, but indirectly by achieving the vision in which you are pursuing. *The vision that people are following you for.*

People like to be entertained. To feel like they are a part of something bigger. The only reason celebrities exist today is they portray the image that they live a life that is extraordinary and out of reach for the average person. This is of course false. The truth is anyone can become a

celebrity. Anyone can become well-known.

Celebrity is more of a vanity metric to say you have a lot of attention. Vanity metrics are by no means innately negative, at least I do not believe they are. I'll openly admit I'm working for vanity metrics, because, well, why not? My purpose in life is to live up to my potential and living up to my potential means I have things I appreciate and that I have accomplished that in which I set my mind to.

This brings me to our next topic, mindset. I want to precede this by saying do not go into this chapter thinking you will get some cliché, feel-good type of stuff because you will be left unsatisfied. I say some things in this chapter that may leave some feeling exposed and others in a state of deep introspection.

*The very answers in which we seek are staring back at us in every reflection.*

*- Isaac Mashman*



# Mindset

## *Becoming The 1%*

When you hear the term 1% what is the first thought that comes to your mind?

Chances are if you are like anybody else, you think about money. A financial metric. People who have reached a particular point of monetary status. Depending on the country, the state, or the city you live in, the technical 1% can vary, but this is not the topic I'm here to cover.

The concept of the 1% extends much farther than finances. It extends to an overall way of life. There is a quote that says how you do one thing is how you do anything.

*Anyone who believes they can pursue the 1% in one area of life, without pursuing the 1% in another is a fool.*

In all aspects of life, there will be the top 1%. The select few who

outperform the rest time and time again, have results that supersede wildest beliefs, and who are fulfilled in their day-to-day. This is regarding business, faith, finances, health, lifestyle, relationships, and even conversation with self.

### ***Aggressive Patience***

Aggressive Patience is the understanding that your goals and vision will take time to achieve. Time that could very well be significant but no matter the frame, does not prevent you from taking action steps each day to bring you closer to your desired results.

*Patience alone will set you up for failure as it will become an excuse for your lack of execution.*

There are many beliefs on how success is achieved. Some look to a higher power whereas the alternative crowd think they themselves are

creators. I do not believe there has to be one or the other however what I know as fact is those who implement their thoughts will receive results far faster than those that overthink without said implementation.

Overthinking leads to a lack of efforts altogether and therefore rumination. It's vital that you come to appreciate your mind's search for answers yet I implore you to not get caught in the trap of questioning what you will do next for extended amounts of time. This ask extends outside of the conversation of personal branding.

Aggressive patience tied with reasonable compulsiveness is how you eliminate some of this circumstance and make headway towards your vision.

*Compulsiveness can serve you well.*

## ***Build For Longevity***

If you are looking to build an exceptionally strong personal brand and this does not have to mean you are working to become known to millions of

people although I would suggest you should, you have to have your mindset in alignment with your vision.

Additionally, this is not saying to wake up in the morning, read affirmations, and write your goals, although they too can be helpful. This is simply your validation to go all in. Treat your personal brand as if it were a business.

*Your personal brand has a following, image, reputation, a service, and has to be appreciated as a lifelong commitment.*

*A project that requires consistent effort.*

*A hobby that is never truly mastered.*

*There is no highest degree with your personal brand.*

You do not have to be a student of theology to value religion. Many religions have been based around a primary character with a remarkably

unique personal brand. Think about Jesus Christ and Christianity, or the Prophet Muhammad and Islam. You could look at Buddha and Buddhism. There are direct ties with the worship of a higher power and that of an individual who presented a new line of thinking to the public.

Do you suppose any of these religions or ways of thinking would have the following they do today if it were not for an undeniable tenacity to spread their beliefs? Absolutely not. The level of zealousness these religious leaders had resulted in importance great enough for me to be including it in this work.

I would recommend that you begin your own journey of personal development. *At the center of all achievement is personal growth.* You saw this quote prior to reaching the section *Insights*.

This is something I strive to live by every single day. A great benefit to being social creatures is that others have made mistakes prior to our existence. We are able to learn from

the actions and results of another person and benefit from their findings without having to take the detrimental or needless to say painful hit ourselves.

*This is the closest we can come to taking a shortcut to success. Personal development is the way we cut time frames.*

Reading this manifesto is a form of personal development. Do what you are doing right now to a degree that you have never done before. The more information you absorb and then apply, the better off you'll be.

*I've never heard of somebody who learned too much, although I have heard of somebody who learned too little.*

## ***Narcissism***

Before entering into the more technical aspects of a personal brand, there is an innate need for me to mention narcissism. At this point in

your reading, I would hope that you have been left with a feeling of increase. This uncanny sense that your vision is becoming more achievable with each page.

On the contrary, you may have begun to question your efforts. To begin to feel like you are making it all about you and *your own success*. You can either come to the understanding that the better off you are the better off the people around you will be in return, or you can shut these pages altogether.

I am aware that the previous 2 paragraphs were filled with what some would argue ego, written from a narcissist's point of view. I would also like to make you aware that if I were truly a narcissist I would not be telling you any of the information in this manifesto out of fear of competition and distaste for others.

If I had not made it about me I never would have gained the knowledge I have today, therefore, enabling me to pass it onto you and potentially millions of people in the future.

It is nurtured into us from an early age to not talk about ourselves, yet let me ask you this. If we cannot talk about ourselves, how could we ever expect others to?

Do not be misled into thinking having a little bit of an ego is bad. Come to embrace and understand human emotions, most notably your own. Study the concept of nature vs. nurture and make it your aim to get to such a point you can give without stretching yourself thin. If you are naturally a "good" human being there is minute concern to be had.

*Money amplifies who you actually are.*

*Envisioning without action is the equivalent of praying without faith.*

*- Isaac Mashman*



# Branding

## *Who Are You?*

Every example I used up to this point had a personal brand. In this chapter I want you to focus on the second word "brand". What is *branding* versus *marketing*? Here is another dichotic conversation.

You can define them as, *branding is what people know you as, whereas marketing is how you get more people to know about you.*

There are often conversations in varying professional communities regarding the complexity and importance of branding in relation to marketing. Some believe that branding is superior to marketing and others believe that marketing is essential to branding's success.

Instead of viewing the two as greater or less than one another, it is best to view them as equals. As two of the same and that they are two things

that can only properly function when the other is present.

If your brand is strong with succinct messaging and effective design but lacks in marketing, you'd only have your family, friends, and neighbors know who you are or about what you do. Past these social circles, you'd be *unknown*.

If your marketing is on point, but your brand is lacking in the things I mentioned in the previous paragraph, what will end up happening is a massive influx of attention followed by a very low rate of conversion. This applies to both digital and physical spectrums.

Once you apply a strong brand with a strong marketing strategy, you achieve a synergistic energy that allows you to become a powerhouse in any area you direct focus towards. By positioning yourself as a thought leader or as a person of public interest, and through the application of as many forms of marketing as possible, your conversions will be increased and you will have fewer people questioning your credibility.

To have somebody question who you are and why they should care about what you do is a horrible situation to be in. This form of diminishment hurts the ego. It leads to symptoms such as crippling imposter syndrome and low belief in self.

*People are looking for uniqueness and the 99% are looking for the 1% to follow.*

### ***The Halo Effect***

If you position yourself as an average person you lack that appeal and higher standard that is formed by what is known as the *Halo Effect*.

The Halo Effect is a form of cognitive bias that people have towards a specific individual or thing based on a singular trait. In previous generations, it was thought that just because somebody had money they were automatically a bad person, or achieved that wealth through immoral means. The Halo Effect can be seen in celebrities and as a matter of fact, if the Effect

did not exist, celebrities would furthermore be inexistent.

We assume a person is greater than we are based on a variety of factors such as previous accolades, influence, social circles, and wealth.

*How can you leverage the Halo Effect for your own gain?*

What I am sharing with you is something so powerful, I must ask that you respect it. This form of psychology when manipulated can lead to the wrong people getting into places of power and influence themselves. People who are malicious by nature. I would like to think that if you are reading this you are not as such.

## ***Elevator Pitch***

A part of positioning yourself comes in the form of your *elevator pitch*. Typically, an elevator pitch is how you would share your services with somebody if you were only on an elevator ride.

Let's say you have less than a minute to get your point across. What is your elevator pitch? What would you say about yourself?

When you are branding yourself as this person, you must be aware that people are following you for you. Not just for your specialization or career choice. If you are looking for longevity you must connect with those who know you on an emotional basis.

What aspects are unique to you? Are you a coffee drinker? Let us take it a step further. Are you somebody who drinks coffee black without sugar? You would be amazed at how many people will automatically like you that much more because you drink your coffee black. The fact that you too need your daily dose of stimulation to fuel you forward. I myself do.

Your elevator pitch is not an opportunity for you to sell your products and services, rather an opportunity to sell yourself. By leaving a lasting impression of increase, the person on the receiving end will not easily forget about you.

From that moment of introduction find a way to stay in contact with them. Down the line, there is no telling what situations of benefit will arise from that random point of contact.

*Keep your elevator pitch concise and lead it into conversation about the other person.*

## ***Rapport***

These points of connectivity help you build *rapport*. When you meet somebody for the first time, they move from being a stranger to an acquaintance. From acquaintance to a friend and from a friend to a best friend. A step further and they go from being your best friend to what some would consider to be family. Rapport is defined as a harmonious relationship. Every interesting fact about you can help you build rapport with another person.

Rapport can be built not only through the ways you are alike but also through the time spent together,

recommendations from other trusted sources, and from forms of media where you are not present but story, words, and works are the subjects at hand.

As you connect with more individuals, look for shared interests while seeking ways in which you can give value. Value does not directly translate into a business transaction either. One can be providing value in the form of education, entertainment, or by being an inspiration.

*Although we live in a transactional society, not all transactions have a face value.*

## ***Speculation***

The beautiful thing about developing your personal brand is the larger it becomes, the more your value increases.

In the markets, money is made off of speculation. Is the market going up or is the market going down? Traders speculate. It doesn't matter if you are reading this in a time where the stock

market does not exist, people will always be speculating about something.

This can be seen in the entertainment industry. Actors are able to demand more based on their previous works. Has an actor been part of a blockbuster movie prior to this one? If they have, it is safe to assume that this movie will automatically perform better than that of a C-list figure. An artist who's charted before is likely to chart again.

Moving forward, remember that your personal brand should never solely rely on your professional traits. Always ensure your personality shows through. Incorporate this in your elevator pitch and in your marketing. You have very little time to make a first impression and it's essential somebody does not get the wrong one. *Building rapport is how you get someone to warm up to you.*

## ***Building Credibility***

As mentioned, there is a direct correlation between your personal



brand's size and its value, however, I must state that it is essential for future leverage to build your credibility.

Credibility is in many cases automatically built with the more people who know about you, but those numbers can only get you so far. Sure, you can have a couple thousand who know who you are or a couple of million, but what's more important is how much these people trust you. Trust is the understanding that this person or thing has good intentions. That you can rely on the subject to follow through on their word or to drive you results. That that the information is accurate. *It is much easier to destroy trust than it is to build trust.* There are many ways to build credibility.

Just like you have a reputation, so does every other person or brand you associate yourself with. Can there be exchanges in credibility? Can collaborations result in mutual benefit?

Associate with the right people. Is it known that you are in exclusive

social circles? There is absolutely nothing wrong with seeking out the top performers in your industries. Be seen next to them. See what ways you could do business with them. This is a simple public relations tactic that simultaneously helps you get new information and wisdom.

I'd encourage spending some of your energy showing your personality in clever ways. Build your credibility by associating with entertainers or with those in the opposite fields. You would be amazed at what conversations arise from talking with someone of unlikeness.

Aim to be the 1% of your profession's leaders and do not factor out testimonials and endorsements. If you are a businessperson especially, both written and video can be impactful on your overall reputation.

Become well known locally by shaking as many hands as possible and by getting people to talk about you organically. Make it known that you have intention. A vision you are pursuing. If you do not get any other

piece of value from this work, receive this now. *Be intentional with every action you take.*

Get creative with how you are building your brand. An aspect of this also comes with reputation management. You must treat your reputation with the utmost care. The actions that are taking on a daily basis will result in a positive or a negative reputation. Don't make a positive reputation your end goal, but frequently keep it in mind.

The more you are seen and open up about who you are and your story, the more rapport will be built with strangers. If you have done something exceptionally respectable, let the media know about it. Get into articles, onto local news stations, podcasts, and any other form of media that arises in the years to follow this publication.

## ***Reverse Engineering***

Reverse engineer what has worked for other people in the past. This calls for working backward from a point of

success. How did they get their start? What worked and what didn't? Make it your aim to understand what they did that resulted in outcomes both positive and negative, and if they are alive take heed to their own branding and marketing. I am by no means telling you to become them, rather take the best aspects of their strategy, put your own unique touch to it and execute on this newly found plan.

Ask yourself, what early opportunities did they pursue? In your own process, say yes to a lot of things until it becomes more beneficial to say no. Don't develop an ego too soon and be aware of where you are spending your invaluable time.

*True fame is not determined by the amount of people who heard of you, rather by the amount of people who support you.*

*- Isaac Mashman*

# Marketing

## *Marketing Essentials*

I will forever be a believer in spending a little bit of extra time developing your elevator pitch and your brand messaging before you go out to market. Do not misinterpret this statement as I am by no means encouraging you to make an excuse as to why you are not marketing. If you spend a couple of weeks working on this then great, but overthinking can and will negatively impact your prospective results.

There are literally thousands of ways to market yourself. Your personal brand is *you*, so this should not come too difficult. Gamify what you are doing. Make it enjoyable. View strengthening your personal brand as a game where the end goal is hitting unprecedented levels. So many stop before they see the fruits of their labor because they are not seeing *instant* results.

Although there is not anything innately wrong with the pursuit of instant gratification if left unmanaged it can lower morale.

Anytime you shake a person's hand and introduce yourself, you are engaging in a form of marketing. Ordering your morning cup of coffee and exchanging information with the barista is a form of marketing. Going to networking events is assuredly a form of marketing.

*Guerrilla marketing* is a creative way of getting your message out there. Leverage your surroundings to your benefit. There was once a time where I left business cards in the business section of a well-visited bookstore in a popular part of Los Angeles. A week or so later I got a message from somebody who found my business card in the book they bought.

### ***The Power of 3***

The Power of 3 is an easy marketing strategy that will transcend technology

and time. This strategy calls for you to introduce yourself to 3 strangers every day for 90 days. After a month 90 new people will now know about you. Do this consistently for 90 days that number grows to 270. Although this may not seem significant, something interesting happens when the 270 begin to tell their own networks about you.

Imagine if all of these people told at least 1 person. The number doubles to 540. This happens again, 1080 and so on and so forth. *You can exponentially grow your personal brand at this point of compound.*

Obviously, these numbers are not perfect, but if you were to expand your efforts each day and contact 5 or even 25 people you can begin to take a guess at the unlimited potential that exists.

Remember to not make it about you upon first impression. Although it is an introduction turn it into a friendly conversation about them. Show genuine interest in their businesses, careers, goals, and interests. This serves as a rapport-building exercise.

## ***Lasting Impression of Increase***

Whether you adopt The Power of 3 into your marketing efforts or you don't, your aim is to always leave what is called a *lasting impression of increase* on the other individual, so much so they can't but help spread awareness about you and about your specialty.

A lasting impression of increase is when the person you engage with leaves their meeting better or more knowledgeable than they did when they went into it. A feeling that they can believe, do, and think bigger.

You do this by actively living the way I disclosed in the chapter Mindset.

*It is an intentional value exchange.*

With as many forms of marketing as there are, it's important to understand that each has its purpose. In the previous chapter, I vaguely touched on reverse-engineering. By reverse engineering other brands and personal brands you can to a degree, begin to



understand which form is deserving of the most time.

Some are more likely to get you results faster, whereas others may be prolonged. Sometimes the results might appear to be minuscule, but greater in the long term benefitting your brands' development. Over time you'll generate a keen sense of what works and what doesn't, and an understanding of market trends. *This can't be taught nearly to the same degree as it can be learned.*

It's essential that you do not refrain from taking action over the fear of failure, for if you do how can you anticipate you will ever develop the skill?

In marketing, there is no such thing as failure unless your tactic is outright egregious resulting in near irreversible negative public relations. Otherwise, you simply have tactics that are more effective than others. Take what you can from the experience, learn from it, and apply it in an adapted form later on.

The way you achieve massive success is by having a psychotic attitude

towards your goals. I have not discussed goal setting in this manifesto to a large degree, as it is not in my area of interest, I will say, set your goals way out of your comfort zone. Even if you fail you are better off than if you had set them within comfort.

Whether you want to be an A-list celebrity, or well-known in your city, marketing will be the way you make it happen. Be omnipresent.

Omnipresence is typically used when referring to God. God is everywhere all the time in certain faiths, and in the least sacrilegious way, I am here to tell you to aim to do the same with your personal brand. You should be visible and able to be found whenever and wherever possible. *The more attention you have, the more you can do with it.*

*Even the master plan has room for improvement.*

- Isaac Mashman

# Chase the Vision

## *Closing Remarks*

Take time to study this manifesto as if it were a textbook. The most impactful works I have ever read, have been the shortest. It is not about having the largest text on the market. It is about the beliefs, ideologies, and words contained within its pages.

Go back and read this multiple times. Each time you read it you will see something you did not see the time before. It is by no means that the contents of these pages were changed, rather you, the person reading it changed just a little. Your perspective grew. You had a different idea come across your head. Maybe you were paying more attention.

Building your personal brand will enable you to achieve nearly all of your business, financial, and personal goals.

Still don't believe me?

Look around you.

Look at those which are successful.

The person that just came up in your mind has an undeniably successful personal brand. To be able to have popped up in your head the moment a question was presented means their *personal brand is working for them*. With The Power of 3 other people become your top marketers, except in this situation it's you doing the marketing for another person!

Look at the top figures of society right now.

The wealthiest of individuals.

The 1% not just in finances but in education, entertainment, sports, and politics.

Aside from the fact they are all human and have worked to get to the top of their fields, *the one thing they all*

*have in common is a strong personal brand.*

Your vision should be ever-growing. There will come a time where you meet many of your goals. What you thought was out of reach yesterday, became a reality in the present. When this happens expand your thinking and set your vision even farther out. You should be actively chasing your vision.

*At the center of all achievement is personal growth.*

The best way of pursuing your vision comes by being intentional.

Respect the contents within these pages. Use them ethically, morally, and with the right intentions. Do not use the psychological aspects to your gain if it results in the downfall of another person.

There is more than enough around us for all.

***The truth is, not everyone will go out to get what is readily available.***



*Your personal brand when  
consciously built can be a force  
for good or a force for  
destruction.*

*- Isaac Mashman*